

Calendar Year 2007
WIC Local Agency
Nutrition Services Plan
Guidelines

Table of Contents

Section I—Annual Nutrition Education Plan
Nutrition Services Plan Policy and Procedure

Section II—Nutrition Services Plan Guidance
Introduction
Cover Sheet
Evaluation of Previous Year's Action Plans
Review of Local Nutrition Services
Nutrition Services Action Plans
 Needs Assessment
 Fruit and Vegetable Consumption
 Breastfeeding Promotion
Checklist of Items to Include in Final Plan

Section III—Resources
State Agency Nutrition Goals and Objectives
NAWD Guidelines for Breastfeeding Promotion in the WIC
Program
Internet Resources

Section I
Nutrition Services Plan Policy and Procedure

Subject: Nutrition Services Plan

Effective Date: October 1, 2004

Revised from:

Policy: Agencies shall develop an annual *Nutrition Services Plan* that is consistent with the State's nutrition goals and objectives. The annual plan shall adhere to State guidance and be submitted by November 1 of each year. The licensed dietitian and local Nutrition Services Coordinator (if not the same person) coordinate the development of the plan with input from **all** WIC staff. The Agency shall share appropriate components of their plans with their partners, including other public and private organizations.

Reference: CFR §246.11, WIC Nutrition Services Standard 5

Procedure:

1. The *Nutrition Services Plan Guidance* is provided by the State Agency to Local Agencies in April of each year. See *Appendix 16* for the current guidance materials.
2. The Agency will submit its plan to its assigned State Nutritionist by November 1 each year. The State Nutritionist will notify each local agency of the approval of its plan. If the plan is incomplete or not approved, the Nutritionist will notify the local agency of the revisions required before giving final approval.
3. The plan will include:
 - A review of the previous year's nutrition action plans;
 - A review of nutrition education efforts planned for the coming year;
 - A staff training plan; and
 - Nutrition Action Plans including goals and objectives based upon a needs assessment.The Nutrition Services Plan may include other sections related to nutrition education standards.

Section II

Nutrition Services Plan Guidance Detail

Introduction

The following describes components of the 2007 Nutrition Services Plan (NSP) and provides directions for completing the plan. All segments should reflect services for your total agency.

The Nutrition Services Plan will cover two calendar years. Two statewide action plans outlines are provided for your agency's use in 2007 and 2008. Local agency action plans must be written for:

1. Breastfeeding Promotion and Support, and
2. Increasing Fruit and Vegetable Consumption.

Each plan includes goals, assessment, objectives, action statements and evaluation steps.

It is strongly recommended that you read through the guidance material before you begin, and review the checklist of items to include in your plan before sending it to the State Agency.

Cover Sheet

A sample cover sheet is found below. Each local agency should include a cover sheet with:

1. The Agency name,
2. The counties covered by the agency
3. Calendar year of the plan,
4. A list of **all** contributors to the plan and their WIC titles, and
5. Lead person responsible for writing and coordinating the plan.

At least one of the contributors must be a licensed dietitian. The list should include and designate the lead person on the NSP, Nutrition Services Coordinator, WIC Coordinator, and Breastfeeding Coordinator.

Below is a sample of the required elements:

(Year) WIC Nutrition Services Plan

(Agency Name)

(Counties Included)

(Names and Titles of all the Contributors)

Include Lead Person on NSP, WIC Coordinator, Nutrition Services Coordinator,
and Breastfeeding Coordinator

Evaluation of Previous Year's Action Plans

This section provides a review of the previous year's action plans, your success, and experiences in accomplishing your objectives. Include a narrative that answers the questions below.

Items Needed for Evaluation: Action plans
 Completed data collection forms, if any
 Other data sources for use in evaluation

1. Attach a copy of each of the approved Nutrition Action Plans for your agency used during the previous year.
2. Attach a narrative that answers at least the following questions about each objective from last year's action plans:
 - a. Was the objective achieved? Summarize data to support your claim. Do not send copies of data collection forms or reports.
 - b. If the objective was not achieved, what progress did you make toward meeting the objective?
 - c. What problems or obstacles have you encountered?
 - d. How realistic were the objectives in terms of your agency's resources, needs, and stated time frame?
 - e. How practical were your action statements and evaluation steps?
 - f. If the actions were not completed, will it be a part of next year's plan?
 - g. If the actions were successful, are they part of an activity to recommend to other clinics?
 - h. What short-term or periodic evaluation was completed? How did this information change your action plan in the past year?

Review of Local Nutrition Services

This section includes a review of your agency's current nutrition services and areas for potential change.

1. Attach a copy of the No Show Report for each clinic for the latest month in which there were certification, RD, and CL or 2C appointments.
 - a. Discuss what factors may be affecting the no show rates for each type of appointment.
 - b. If there is more than one clinic in the agency, discuss what factors may be affecting the no show rates differences between clinics.
 - c. List one or more strategies to improve the show rates for specific appointment types
2. Describe any changes during the past year in your local agency that affected nutrition education. Examples include renovation of facilities, changes in client scheduling, changes in staff duties, etc. Describe the changes you have made in nutrition services to accommodate these situations.
3. Run and review the ad hoc reports on primary languages for your agency. Assess your number of clients with limited English proficiency.
 - a. Describe your agency's current plan for providing WIC services for people with limited English proficiency.
 - b. How well is your current plan for providing WIC services working?
 - c. Provide one or more strategies to improve your plan for providing WIC services (e.g. interpreter, quality and availability, nutrition education in other languages, translated materials). Indicate which strategy you will implement in the coming year.
4. Review the KWIC Clinic Directory for each clinic within the agency for accuracy. Update information, if needed. Indicate who is responsible at each clinic site for updating the clinic hours, address, directions, and email addresses.
5. In what ways does the Local Agency accommodate working clients/families?
6. For each clinic within the agency, how many hours does the RD(s) make available for high-risk counseling to clients on a monthly basis?

7. What topics are planned for your agency's inservice training in the upcoming year?
8. In each of the following areas, on what specific topics would you like the State Agency to provide more information through newsletters, training meetings or technical assistance:
 - a. Nutrition Education
 - b. Administration
 - c. Vendor Management

8. Using the chart below, provide a list of the nutrition education classes planned for the calendar year 2007. These include classes both entered in KWIC under Class Management and those entered using the 2C wizard.

2007 Class Schedule

Clinic: _____

Month(s)	Client Category	Class Title	Type of Class (group, self-study notebook, interactive center)	Brief description of class content	Outside Instructor (Yes/No)

9. Does your clinic routinely see a specific category of client (for instance, pregnant women) in **individual** 2C appointments for low risk education? If so, what categories are seen?
10. Is your clinic working with County Extension staff to provide nutrition education? If yes, describe how and when nutrition education is provided. If no, indicate what barriers may be keeping your clinic from using this resource.

In 2006, no Statewide Client Feedback survey will be completed prior to the writing of this Plan. (See P-memo 2006-4) Please respond to the questions below regarding other survey tools.

11. Did the Local Agency use the optional paper client satisfaction survey, provided in the WIC PPM? If so,
 - a. How many people were surveyed?
 - b. What percentage of the total caseload was surveyed?
 - c. How many responses were given on each survey question?
 - d. How will the results impact your 2007 agency services?
12. Did the Local Agency add any locally produced questions to the survey tab in 2006? If so, please print a copy of the Survey Results Report for the questions and attach a copy to your Nutrition Services Plan. **If the locally produced questions were related to your 2006 action plans, and discussed in the evaluation of last year's plan, respond only to question b below.** For all other survey questions, answer these questions:
 - a. What categories of participants were surveyed?
 - b. Discuss how the results impact your 2007 nutrition action plans. Are there things that are functioning well? What things may need to be improved based on these results?

Nutrition Services Action Plans

The 2007-2008 statewide action plans emphasize two areas:

Increasing Breastfeeding Promotion and Support, and
Increasing Fruit and Vegetable Consumption

Increasing breastfeeding promotion and support: We know that exclusive breastfeeding is the ideal nutrition for babies. The American Academy of Pediatrics (AAP), American Academy of Family Physicians (AAFP), Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) and the American Dietetic Association (ADA) all have position papers/statements considering breastfeeding to be the ideal method of feeding and nurturing infants. Recent studies show that babies who are breastfed are less likely to develop ear infections, respiratory illness and diarrhea. Kansas breastfeeding initiation rates have remained stable or slightly increased over the past few years. But during the same time period, the duration of breastfeeding has not increased. WIC agencies can encourage WIC mothers to exclusively breastfeed their infants and overcome the barriers they may encounter while breastfeeding. However, breastfeeding support requires well-trained local staff and the support of the local community.

This action plan will allow local agencies to focus on ways to improve staff competencies, improve the clinic atmosphere to support breastfeeding dyads and assess the community for breastfeeding friendliness. In 2007, the local agency will focus on improving the clinic's breastfeeding friendliness and the competencies of local staff. In 2008, local agencies will complete a similar process as they work to improve community support of breastfeeding.

Increasing Fruit and Vegetable Consumption: One of the goals of the *Healthy People 2010* is to increase the proportion of the population 2 years of age and older who consume at least three daily servings of vegetables and two daily servings of fruit. WIC agencies are in a unique position to encourage WIC families to adopt healthy behaviors. The incorporation of fruits and vegetables into the diet requires that families overcome perceived barriers to making this behavior change. This action plan will allow your agency to focus on using the stages of change theory and critical thinking skills to encourage WIC families in making behavior changes regarding fruit and vegetable consumption.

Because behavior change requires time, this action plan will cover two years. In year one, the local agency will gather baseline data and begin interventions. In year two, the interventions will continue with data collection. In 2008, the local agency will evaluate the success of their intervention and add additional intervention steps.

How to begin:

Each Local Agency must complete two action plans: one addressing increasing breastfeeding promotion and support, and another to increase fruit and vegetable consumption.

1. Have a conversation (informally or at a staff meeting) with **all** WIC staff to review the information in the NSP guidance and determine how action plans will be completed. These conversations should continue throughout the year as the plan is implemented.
2. Review the information from earlier portions of the NSP to see what areas may need improvement.
3. Complete the Local Agency Assessment forms following and attach to your Nutrition Services Plan.
4. **With input from all staff**, choose one focus for each action plan that will be done. Indicate that choice on the bottom of each needs assessment form.
5. Use the action plan form with the statewide goal included. Choose one or more objectives to help meet this goal for your chosen focus.
6. Design one or more objectives, tailored with percentages and time frames that reflect your agency's efforts. For instance, if your focus is to increase fruit and vegetable consumption, your objective might be that "_____% of all WIC participants seen between January and April 2007 will increase their individual fruit and vegetable consumption by an average of two servings per day by the next WIC visit." Be sure the objective you write is time sensitive, measurable, and specific.
7. Develop an action plan for your objective(s). **Be specific in what actions will be taken. A minimum of 3 action plan steps must be included for each objective. At least one step needs to address a new or improved strategy toward your objective. Please identify new strategies with a "*" or bold face font.**
8. Indicate who will be responsible for each action plan step and the anticipated date of completion.
9. At the bottom of the form, describe your evaluation method. **Be specific what KWIC reports or other methods will be used in the evaluation process.**

Breastfeeding Promotion Needs Assessment

Statewide Goal: To increase breastfeeding initiation and duration among WIC participants

The writing of the Breastfeeding Promotion and Support Action plan requires each Local Agency complete an assessment, develop one or more objectives to enhance their services, and write action steps to meet those objectives.

Begin your assessment by reviewing the lists below. Indicate with a check mark which item(s) your clinic ALREADY have implemented:

Section A--Required

- ☐ Remove all formula company materials, formula samples and other formula company incentives from view or use in the clinic area
- ☐ Display breastfeeding promotion materials and posters in waiting rooms and clinic area
- ☐ Inform pregnant women and their families about the benefits and management of breastfeeding at their initial certification and subsequent visits
- ☐ Provide formula for breastfeeding dyads only when requested by the mother (do not routinely give "some" formula to infant at certification)
- ☐ Designate a staff person as Breastfeeding Coordinator for the Local Agency

Section B--Optional

- ☐ Have one or more staff trained as certified breastfeeding educators
(Indicate how many _____)
- ☐ Have one or more staff trained as an IBCLC (Indicate how many _____)
- ☐ Have a successful or effective breastfeeding peer counselor program in the WIC clinic
- ☐ Provide a dedicated lactation room for breastfeeding dyads to use in the clinic
- ☐ Participate in world breastfeeding week with special activities to promote breastfeeding
- ☐ Actively participate in or initiate a community breastfeeding coalition

Section C--Optional

- ☐ Written breastfeeding support policies exist that are routinely communicated to all staff and volunteers
- ☐ A staff person is designated as breastfeeding coordinator at each WIC clinic site
- ☐ Provide orientation to all new employees regarding breastfeeding support policies
- ☐ Train all new employees on the Best Start 3 step counseling process for breastfeeding promotion within six months of hiring
- ☐ Written clinic policies exist which support health department employees breastfeeding
- ☐ Provide electric breast pumps
- ☐ Provide manual breast pumps
- ☐ Have a sign(s) in the clinic and waiting areas encouraging breastfeeding mothers to breastfeed publicly or directing them to a lactation room
- ☐ Provide regular classes on breastfeeding management and support for clients
- ☐ Inform pregnant women of the risks and costs associated with formula feeding of infants
- ☐ Discourage the early use of bottles, pacifiers and artificial nipples with infants who are breastfed
- ☐ Encourage mothers to exclusively breastfeed for the first six months
- ☐ Teach new mothers to use cue-based feeding techniques in breastfeeding their infant
- ☐ Routinely provide mothers with information on maintaining breastfeeding while separated from their infant
- ☐ Provide pregnant women with a list of local breastfeeding support resources (LaLeche League, support groups, breastfeeding classes etc.)
- ☐ Have an established system of referral resources for breastfeeding women who may need more specialized support or management (IBCLC, breastfeeding clinic or others)

☐ Provide children's books about breastfeeding for families to read together in waiting room areas

☐ Other _____

After completing the Breastfeeding Promotion needs assessment above, you must choose your focus for the 2007 action plan. Choose the focus of your action plan as follows:

1. If there are items in Section A that are **NOT** marked, you must address these items with at least one objective. These items are required by State policy or Federal regulation.

Everyone will have objectives for any unmarked items in Section A. In addition you will choose one or more objectives from either Section B or C

2. If you wish to write an objective about an item in Section B that is **NOT** currently marked, then no other objectives are required other than those you may need to write from Section A.
3. If you wish to choose a focus from Section C from items that are **NOT** marked, then you must choose at least two items from this list in addition to any objectives you need to write from Section A.

List below the areas from each column that you will address in your 2007 action plan:

From Section A: _____

From Section B: _____

From Section C: _____

Include the completed Breastfeeding Promotion needs assessment (Pages 15-18) with your Nutrition Services Plan

2007 Breastfeeding Promotion Action Plan

Statewide Goal: **To increase the initiation and duration of breastfeeding within the Kansas WIC Program.**

Local Agency/Clinic Name: _____

Objectives Include the problem to be addressed, target audience, time frame, and the amount of change expected	Action Steps Minimum of 3 action steps included. At least one must address a new or improved strategy toward your objective Please identify new steps with “*” or bold font.	Person Responsible	Completion Date

Evaluation Method:

Fruit and Vegetable Consumption Needs Assessment

Statewide Goal: To increase the consumption of fruits and vegetables among WIC families

The writing of the Fruit and Vegetable Action Plan requires each Local Agency complete an assessment, develop one or more objectives to enhance their skills in working with clients, and write action steps to meet those objectives. This action plan will cover a two-year period.

Begin your assessment by reviewing the lists below. Indicate with a check mark which item(s) your clinic ALREADY have implemented:

Section A--Required

- ☐ Discuss the use of WIC foods as part of a healthy eating pattern, including the health benefits of fruits and vegetables
- ☐ Assess the fruit and vegetable consumption of all clients
- ☐ Assess the fruit juice consumption of all clients

Section B--Optional

- ☐ Train all certifying staff on the stages of change theory and its use in nutrition counseling for behavior change
- ☐ Work to establish a farmer's market in your community to provide low cost fruits and vegetables
- ☐ Offer food demonstrations or cooking classes on quick, low cost meal and snack ideas using fruits and vegetables
- ☐ Initiate or coordinate a community gardening project
- ☐ Design and print a cookbook providing recipes for fruits and vegetables
- ☐ Other _____

Section C--Optional

- ☐ Discuss with clients how to use fresh fruits and vegetables in meals and snacks
- ☐ Provide a resource list indicating where to find inexpensive fruits and vegetables in the community
- ☐ Offer children's books about fruits and vegetables for families to read together in waiting rooms or clinics
- ☐ Display posters and provide written materials in clinic areas that promote fruit and vegetable consumption
- ☐ Instruct clients on healthy ways to include fruits and vegetables when eating away from home
- ☐ Provide information to clients on time saving tips for using fruits and vegetables
- ☐ Design classes that encourage increased fruit and vegetable consumption
- ☐ Develop a list of strategies parents can use to encourage "picky eaters" to eat more fruits and vegetables
- ☐ Design materials (written or visual) to demonstrate appropriate serving sizes of fruits and vegetables
- ☐ Demonstrate how children can assist in fruit and vegetable preparation at meals and snacks
- ☐ Other_____

After completing the fruit and vegetable needs assessment above, you must choose your focus for the 2007 action plan. Choose the focus of your action plan as follows:

1. If there are items in Section A that are **NOT** marked, you must address these items with at least one objective. These items are required by State policy or Federal regulation.

Everyone will have objectives for any unmarked items in Section A. In addition you will choose one or more objectives from either Section B or C

2. If you wish to write an objective about an item in Section B that is **NOT** currently marked, then no other objectives are required other than those you may need to write from Section A.
3. If you wish to choose a focus from Section C from items that are **NOT** marked, then you must choose at least two items from this list in addition to any objectives you need to write from Section A.

List below the areas from each section that you will address in your 2007 action plan:

From Section A: _____

From Section B: _____

From Section C: _____

Include the completed Fruit and Vegetable Consumption needs assessment (Pages 21-23) with your Nutrition Services Plan

2007 Fruit and Vegetable Action Plan

Statewide Goal: To increase the consumption of fruits and vegetables among WIC families

Local Agency/Clinic Name: _____

Objectives Include the problem to be addressed, target audience, time frame, and the amount of change expected	Action Steps Minimum of 3 action steps included. At least one must address a new or improved strategy toward your objective Please identify new steps with “*” or bold font.	Person Responsible	Completion Date

Evaluation Method:

2006 Nutrition Services Plan Check Sheet

Before submitting your Nutrition Services Plan, review the checklist below to make sure that all necessary components are included:

- ☐ Cover sheet
- ☐ Copy of each of the approved Nutrition Action Plans for 2006
- ☐ Evaluation of the previous year's action plans
- ☐ Copy of No Show Report for each clinic with its assessment
- ☐ Review of changes in nutrition services in past year
- ☐ Review/assessment of plan for serving people with limited English proficiency
- ☐ Review of accommodations for working families
- ☐ Review of RD hours for high-risk counseling
- ☐ Inservice training topics for 2007
- ☐ Training/technical assistance requests in each targeted area
- ☐ Nutrition Education classes planned for 2007
- ☐ Information on use of paper survey and locally produced survey questions
- ☐ Completed breastfeeding promotion and support needs assessment
- ☐ Completed fruit and vegetable needs assessment
- ☐ Breastfeeding promotion and support action plan
- ☐ Fruit and vegetable action plan

Section III

Resources

State Agency Nutrition Goals and Objectives for FFY2006

GOAL 1: To increase the incidence and duration of breastfeeding among WIC participants, and the acceptance and understanding of breastfeeding among health care professionals. (Ongoing goal)

Objective: Based on the 2003 annual CDC Pediatric Nutrition Surveillance System Report of WIC participants -

1. To increase the rate of breastfeeding among WIC participants at initiation from 61.7% to 75%.
2. To increase the rate of those still breastfeeding at the end of 6 months from 19.6% to 40%.
3. To increase the rate of breastfeeding among WIC participants at the end of 12 months from 13.6% to 25%.

The objectives were set based on the Healthy People 2010 objectives Volume II. Since this is an ongoing goal, Kansas's aim is to meet these objectives by 2010 for the WIC population.

Background: The baseline data were 37.3% initiation and 3.9% at the end of six months in 1989. CDC recently revised how breast-feeding data is looked at through the Pediatric Nutrition Surveillance System. In so doing, CDC reevaluated breast-feeding trends. The changes that occurred were, when multiple records are submitted for a child during the reporting period, CDC created a unique child record that contains some data from all available records. Also, the breastfeeding rates only look at children born within the reporting year. This changed the breastfeeding rates for 2002 and past years.

Plan:

1. Provide technical assistance to LA regarding the development and implementation of their breast-feeding action plans. The focus of the 2006 breast-feeding action plan is to increase breastfeeding duration among WIC participants.
2. Continue working with the American Academy of Pediatrics, Kansas Breastfeeding Coordinator to broaden the breastfeeding message and efforts in Kansas.
3. Continue the coordination of World Breastfeeding Week (WBW) in August 2006. This will again include a packet to all local agencies with ideas to help with the promotion of WBW.

4. Local breastfeeding task forces will continue to be coordinated and networked.
5. Continue the support of the Breastfeeding Peer Counselor Program by supporting the present Breastfeeding Peer Counselor Programs and train staff in additional local agencies.
6. Assemble key personnel from across the state to brainstorm on ways to increase breastfeeding duration among WIC participants. This group will be asked to identify strategies for future implementation.

Evaluation: The breastfeeding data for the State of KS from the 2004 annual CDC Pediatric Nutrition Surveillance System Report will be evaluated and compared to 2003 data. Breastfeeding data from the KWIC system will also be evaluated.

GOAL2: Collaborate with the other USDA nutrition programs in Kansas to educate individuals, families and communities about healthy dietary patterns and regular physical activity, based on the Dietary Guidelines for Americans.

Objectives: By June 2006 implement a community wide event to increase physical activity, healthy eating patterns and the consumption of fruits and vegetables.

Background: In February of 2003, Kansas staff from a variety of USDA Nutrition Programs met at a conference in Washington, DC. During that meeting, an action plan was developed to organize a pilot community wide nutrition and physical activity event, and gather information about what other states are doing. The Kansas Nutrition Network (KNN) was asked to be the lead. Subsequently, the action plan was presented at the KNN meeting and additional partners were brought on board. The community of Great Bend, Kansas was selected as the target for the intervention. A successful community event was held in March 2004 involving several community organizations including the WIC Program. In March 2005, additional community events were held in Great Bend, Plains, and Dodge City, Kansas. Nutrition education materials, developed as a part of the Sunflower funded study, were included in the community events as part of the KNN action plan.

Plan: Identify an additional community, notify and solicit a “buy-in” of community partners, and coordinate with local partners in planning a nutrition and physical activity event for 2006 in conjunction with KNN and its partners.

Evaluation: 1. Complete the community wide event by June 2006 with input from local WIC staff.

2. Disseminate relevant nutrition education materials and provide technical assistance as needed to local WIC staff in the communities selected.

GOAL3: Improve the quality of nutrition education provided to Kansas WIC participants that supports behavior change.

Objectives: By June 2006, enhance the quality of nutrition education provided by local agency staff to Kansas WIC participants using techniques that support client behavior change.

Background: Revitalizing quality nutrition education has been a long-held goal of the WIC program at both the Federal and State level. In the past few years, several new educational techniques have proven to lead to behavior change when used with WIC clients. These include techniques such as motivational interviewing, facilitated discussion, stages of change, health behavior model, use of computers, and others. Local Agency staff trained on the use of new educational methods and a guide was provided to all participants at the annual WIC technical meeting in 2005.

Additionally, the Kansas WIC program was involved in a study to evaluate the use of differing levels of nutrition intervention and techniques and their ability to promote behavior change. Our current techniques of nutrition education are included within this study. The results of the study were shared with local agency staff and two poster sessions provided at the National WIC Association meeting in 2005.

Plan:

1. Re-convene the Nutrition Education Committee to provide input on what nutrition education techniques and materials would best work in Kansas WIC clinics.
2. Develop a series of training modules for local agency staff on counseling techniques, as deemed appropriate by the Nutrition Education Committee.
3. Begin review of current nutrition education materials based upon the Nutrition Education Committee's recommendations and develop a plan for the revision and/or development of new nutrition materials to support counseling techniques.

Evaluation:

1. By March 2006, the Nutrition Education Committee and State Agency staff will complete a list of nutrition education materials and training needs for local staff.

2. Development of training modules on counseling techniques by June 2006.
3. Completion of the plan to revise or develop new nutrition education materials by June 2006.

NAWD GUIDELINES FOR BREASTFEEDING PROMOTION IN THE WIC PROGRAMS

STANDARD #1

All local agency WIC staff shall receive orientation and task-appropriate training on breastfeeding promotion and support.

Actions for Implementation

1. The local agency has orientation guidelines for new WIC employees that addresses:
 - a. Clinic environment policies
 - b. Program goals and philosophy regarding breastfeeding
 - c. Task appropriate information
2. The local agency has at least annual training that addresses its particular population served with regard to:
 - a. Culturally appropriate breastfeeding promotion strategies
 - b. Appropriate use of breastfeeding education materials
3. All local agency staff (excluding fiscal) participate in annual breastfeeding training that may include current breastfeeding management techniques to encourage and support the breastfeeding infant and mother.

STANDARD #2

Local agencies shall have policies that encourage a positive clinic environment and that endorse breastfeeding as the preferred method of infant feeding.

Actions for Implementation

1. Local agencies assure that all print and audiovisual materials are free of formula product names. (Company names are permitted)
2. Local agencies assure that office supplies such as cups, pens, and notepads are free of formula product names. (Company names are permitted)
3. Local agencies assure that the visibility of formula is minimized. (Consider storing supplies of formula out of view of clients.)

4. Local agencies have policies discouraging all clinic staff from accepting formula from formula manufacturer representatives for personal use.
5. Local agencies provide a supportive environment in which women feel comfortable breastfeeding their infants including:
 - a. Positive messages on bulletin boards and posters
 - b. Comfortable chairs with arms
 - c. A breastfeeding area away from entrance

STANDARD #3

WIC agencies shall coordinate with private and public health care systems, educational systems, and community organizations providing care and support for women, infants, and children.

Actions for Implementation

1. Local agencies shall participate in coordination activities with appropriate groups including:
 - a. Networks or steering committees to exchange information and strategies
 - b. Professional health organizations to secure resources and expertise and assure communication with health professionals serving pregnant and breastfeeding women
 - c. Existing peer support groups to facilitate local exchange of breastfeeding information

STANDARD #4

Positive breastfeeding messages shall be incorporated in relevant educational activities, materials, and outreach efforts.

Actions for Implementation

1. Local agencies evaluate educational materials for portrayal of breastfeeding as the preferred infant feeding method in a manner that is culturally and aesthetically appropriate for the population group it serves. This includes materials such as:
 - a. Client orientation materials
 - b. Printed materials used in the WIC clinic including posters, brochures and other materials, also audiovisual materials

- c. Printed and audiovisual materials used in affiliated programs within the agency

STANDARD # 5

Breastfeeding promotion activities shall be evaluated on an annual basis.

Actions for Implementation

1. Local agencies include questions regarding breastfeeding attitudes and the WIC program's breastfeeding support activities in the annual client survey, and evaluate the response.
2. Local agencies evaluate their breastfeeding promotion efforts at least on a twice a year basis, and make appropriate adjustments at that time

STANDARD #6

Appropriate breastfeeding education and support shall be offered to all pregnant WIC clients.

Actions for Implementation

1. Local agencies establish or utilize a breastfeeding promotion protocol which:
 - a. Integrates breastfeeding promotion into the continuum of prenatal nutrition education
 - b. Includes an initial assessment of client knowledge, concerns, and attitudes related to breastfeeding
 - c. Provides breastfeeding education and support sessions to each prenatal client based on the above assessment
 - d. Encourages the prenatal client to communicate her decision to breastfeed to appropriate hospital staff and physician
 - e. Defines situations when breastfeeding is contraindicated
2. Local agencies define the roles of all local staff in the promotion of breastfeeding.
3. Local agencies develop a mechanism to incorporate positive peer influence into the prenatal period, such as:
 - a. Peer counselors

- b. An honor roll of successful breastfeeding WIC client
 - c. Maintaining a comfortable clinic environment such that WIC client would have the opportunity to watch other WIC client breastfeed
 - d. Giving recognition to breastfeeding mothers with items such as infant tee shirts with positive breastfeeding messages
4. Local agencies include the client's family and friends in breastfeeding education and support sessions.

STANDARD #7

Policies shall be developed which allow breastfeeding women to receive all WIC services regardless of their breastfeeding patterns.

Actions for Implementation

1. Local agencies schedule longer certification and six month assessment appointments for a breastfeeding woman and her infant.
2. Local agencies follow State set policies and procedures regarding maximum use of the breastfeeding woman's food package.

STANDARD #8

Policies shall be developed which allow breastfeeding infants to receive a food package consistent with their nutritional needs.

Actions for Implementation

1. Local agencies have policies that breastfeeding women receive information about the potential impact of formula breastfeeding before formula is given.
2. Local agencies have policies that formula checks or samples be given only when specifically requested by the mother and/or the certifier prescribes it for the infant.

3. Local agencies have policies that encourage the issuance of checks for powdered formula to breastfeeding mothers who wish to supplement

STANDARD #9

Breastfeeding support and assistance shall be provided throughout the postpartum period, particularly at critical times when the mother is most likely to need assistance.

Actions for Implementation

1. Local agencies have a plan to provide women with access to locally available breastfeeding support programs, making sure support is available early in the postpartum period and throughout lactation to:
 - a. Include professional support, such as management of lactation problems, hotline contacts, and telephone counselors
 - b. Include peer support, such as peer counselors, resource mothers and buddy system
2. Local agencies provide or identify education and support for breastfeeding women in special situations, including:
 - a. Supporting working mothers, mothers returning to school, and hospitalized mothers and infants and mothers nursing more than one infant
 - b. Offering support programs at times in keeping with the mother's schedule
3. Local agencies coordinate breastfeeding support with other health care programs such as:
 - a. Maternity Support Services
 - b. Maternal and Child Health
 - c. Hospitals
 - d. Indian Health Service
 - e. Community health care providers
 - f. Family Planning

Internet Resources for Nutrition Services Planning

www.nal.usda.gov/wicworks

USDA WIC Works Resource web site provides many materials on breastfeeding, nutrition education, nutrition services improvement, outreach, customer services and more. A pdf file of the WIC Nutrition Services is also available at this site.

www.idph.state.ia.us/wic/pdf/breastfeeding_guidelines.

Iowa's Breastfeeding Task Force has developed an excellent resource entitled Breastfeeding Promotion and Support Guidelines. This can be used by local agencies to improve clinic policies and staff support of breastfeeding.

www.idph.state.ia.us/pickabetersnack

Iowa has produced a number of nutrition resources to promote the use of fruits and vegetables as healthy snack alternatives. These materials and strategies may be used to assist clients develop healthier eating behaviors.

www.breastfeedingcanada.ca/html/bfi.html

The Breastfeeding Committee for Canada Baby Friendly Initiative has produced guidelines for implementing breastfeeding friendly clinic policies. Look for the guide entitled: "Community Health Services: A Canadian Implementation Guide." These guidelines may be adapted to use in local WIC clinics.